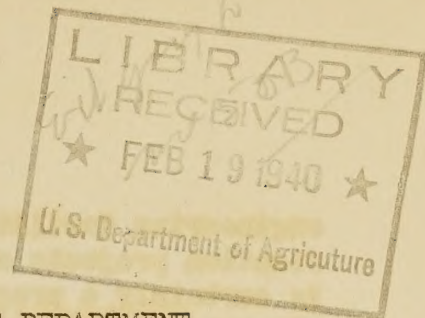


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ASSISTANCE AGRICULTURAL-ECONOMICS AND FARM-MANAGEMENT DEPARTMENT
CAN GIVE TO HOME-MANAGEMENT SPECIALISTS
IN HELPING A FARM FAMILY IN FAMILY LIVING /1

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I should like to refer, just a minute, to the joint meeting on Monday in which the following question was asked: "Have the food and feed crops on the farms increased in the last few years, because of more emphasis being put on these crops?" This is true in some sections of our State, and I think it will hold true for some regions throughout the United States. It seems that the specialized farming areas, or one-crop farming areas, are the places where this type of program is not increasing rapidly and it is hard to get the farmers interested in producing food and feed crops when the live-stock or crops they are producing are selling for good prices. In the diversified area of our State, this never has been so great a problem. The A. A. A. has had more effect in the South, probably because of the fact that it has released many acres of cotton and tobacco land, and some of this has been used for production of food and feed crops for home use where it is much needed.

Referring to the subject for discussion today, as to what assistance the farm-management and agricultural-economics people can give in the farm-family living program, I should like to say that our approach to this question in North Carolina is to bring all the men and women together in a cooperative program. Therefore, our approach in farm management is to acquaint the subject-matter specialists, especially the men, with this joint enterprise. The question might be asked, Is there a part, and what part can the men take in such a program? My reply would be "Yes," and to make it a success, they must have a part. To bring out a few illustrations, first of all, they can assist in planning the garden. This is a joint program of the farm and home and should have the attention of the men specialists in helping to plan for the farm and home. Poultry might be considered by some a woman's job, but I disagree, even if it is practiced. The poultry specialists' assistance is needed in helping to develop this enterprise to meet farm needs in the farm-family living, whether this is considered a woman's job or not.

Another joint problem on every farm is a water supply and electricity. The matter of getting water in the home is certainly a man's job, will require the assistance of the agricultural engineer, and must be worked jointly. The woman specialist can direct the plans for water in the home for convenience, and the man specialist can do the work as to the source and

/1 Talk made before the Farm-Family Living Section during the Outlook Conference in Washington, D. C., November 2, 1939.

engineering facilities for getting the water into the home. Rural-electrification projects are being formed rapidly throughout the country, and this is certainly a program that can be worked out jointly for the wiring and electrical appliances for the home. This example is sufficient, I think, to illustrate the necessity of a joint program between the extension specialists.

After the job of getting the specialists sold on a joint program, there is another step that must be taken, that is, to "sell" the county agents. We work through the county agent and not directly with the farmer in giving assistance to the farmer, and it is absolutely necessary that the county agents, both farm and home, be "sold" on such a joint program. After the county agents have been convinced and accept this as a joint program, it must then be sold to the farm family. A joint program certainly cannot be worked out with the farmer or his wife alone; the wife and family must be considered together. All the family have an interest and should have a part in the planning. The boys and girls on the farm should be considered in this plan in order to convince them of the true value of farm life. We often tell our boys and girls at 4-H Club meetings the many things that farm life affords people today, but I am afraid we fail to carry this on to a demonstration in an attempt to prove to them that this is true.

The boys and girls are seeking city conveniences, but I know of no better place to have conveniences than on the farm. I believe the teachings we are giving through 4-H Clubs should be taken into consideration in planning these demonstrations of farm-family living.

Some inducement should be offered in this plan for the family as a whole, such as the sale of surplus garden and poultry products to bring in some pin money. This would certainly be an inducement as compared with the old story - produce these crops for home use. This inducement will certainly bring about a change, that is much needed sometimes, in the attitude of the man. This changed attitude can well be seen in Mr. Southard, the farmer Miss Gordon ^{/2} has just discussed. Mr. Southard has absolutely changed his viewpoint on life as a result of this joint program. He can see that his wife and family are being considered, and for him to think of the county agents and specialists coming to his farm, back in a community where he had never before been visited or given any attention, makes him feel that there is something more than drudgery on the farm. The whole family, as far as that goes, has a new outlook on life.

After this approach to the subject, through the specialists, county agents, and the farm family, you can see the need for such a joint program, and that is the approach we are making in the farm-management department; however, all the problem has not been solved. We have approximately 80 farm and home demonstration farms selected in North Carolina, where a joint program by the farm- and home-management departments is being carried on, such as the one that Miss Gordon discussed here this morning. We feel that all these farms must be demonstrations of this procedure.

^{/2} Pauline E. Gordon, specialist in home management and home furnishings, North Carolina Extension Service.

One of the weaknesses of such programs, and probably the most important one, is trying to plan a family program and budget without consulting the men specialists or county agents. They should be consulted to give consideration to the ability of the farm and the man, to produce the crops that are outlined for the needs of the family. Many times a plan has been set up to produce certain vegetables that were needed in a food diet, without the farmer's knowing whether or not the soil type was suitable, or fertility was sufficient to produce these vegetables; and, whether or not the farmer's knowledge was sufficient to produce the crops. Then too, the budget might call for some expenditures of money that was not available. The final result would be a complete failure in carrying out the plan.

The department of farm management can offer some assistance in the analysis of farm account books from such farms and in making other analyses that will be of help to the home-economics department. This year we analyzed 1,200 farm account books in North Carolina. Even though these were all general farm records, there was considerable information that would be helpful to the women. I should like to bring to your attention one item that would be sufficient to convince any man on the farm that he has a part in the farm-family living. According to an average of these records, the farmers used \$401 worth of farm products in the home. If the farm-wife told a farmer that he must supply \$401 every year out of the farm income to buy what products they need for food, it would have quite an effect in convincing him of the importance of planning to produce this supply. This is just one of the items that would have to be used in convincing some of these men that this is a joint enterprise; and don't believe it is always an easy task. In the meeting Monday, I think you saw that all the men in this conference were not sold on the idea.

On two farms I visited this spring which were farm and home demonstrations, there was an indication of a joint plan by the man and woman. When we were on one of the farms discussing the sowing of wheat, the county agent suggested to the farmer that a disk-harrow was better in preparing the land than a turning plow. The farmer said he had planned to buy one this year, but he and his wife had discussed it and decided they needed a refrigerator more than the disk-harrow, and they would get the disk-harrow next year. In another county, where the farm-wife was keeping the farm account book, she found that her husband had in his farm inventory several thousand dollars worth of equipment. Listed among it was an elevator in a tobacco packhouse; and she had to climb a ladder to get into the attic for storage. The farm account book in this case created a little more farm and home cooperation and attained a better means of getting to the attic. These are just two examples of the many types of cooperation being illustrated on these demonstrations.

One of the most important parts of our program in North Carolina is carrying this information from one farm to another. We have fine cooperation from the press and radio, but I have heard it said that people remember 15 percent of what they read and 85 percent of what they see. With this in mind, we feel that the farm tour is one of the best ways of putting this information into the minds of more people. Last year we had 150 farm tours in

North Carolina; 130 of these were farm and home tours, attended by 9,000 people, both men and women. One county in North Carolina had 14 consecutive days of tours, the attendance on the last day being larger than on the first. Community tours were made first, and county-wide tours on the final 2 days. Just as many men go through a house to see the home demonstration projects as go over the farms. Some say this is for the reason that the women usually serve refreshments. This might be true to some extent, but I believe it is interest on their part in seeing the things being done in the home.

Just one comment! I am wondering, when selecting Master Farmers, whether we have given this the right emphasis. These farmers are sometimes selected on the basis of progress made in the production of crops and livestock without very much consideration being given to a joint farm and home program. Do you consider a farmer to be a Master Farmer who raises his corn yield from 20 to 40 bushels an acre by depriving his family of the necessities of life, or, in other words, by increasing the production of the farm at the expense of the family?